A study on brand preference on mobile phones among youth

Kichu Kurian¹, M.B Saikrishna²

^{1,2}2nd M.Com, Christ College, Irinjalakuda, Thrissur, India

Email: kichu_kurian@gmail.com

ABSTRACT

This paper makes investigation on investigation of the new brand preference on mobile phones among youth. Therefore, usage of the new mobile phones among young people has been discussed. It concludes with both outcomes and shortcomings of the research youngsters.

Keywords: study, mobile phones, young.

1. INTRODUCTION

Marketing is everywhere. Marketing touches every aspect of our lives, from our very birth to our death. Our entire life, lifestyles and our existence are continuously affected by marketing. If we examine our daily life, commencing from getting up from bed in the morning to the time we go to the bed in the night, we observe that we use number of product and services .These product and services are provided to us through marketing.

The word marketing is derived from the word "Market". The word market is derived from the Latin word "Marcatus". It means merchandise, trade or a place where the business is conducted. Marketing is concerned with satisfying customers' needs. It is anything that an organisation does in an attempt to satisfy customers. Branding is an important concept in market. The term brand is derived from word "Brandr". It means "to burn". Each firm wants to identify its products and distinguish them from their competitors in the market. Brand is defined by brand Philip Kotler and Gary Armstrong as a "name, term, sign, symbol that identifies the maker or seller of the product".

2. STATEMENT OF PROBLEM

During 19th century markets was not so competitive .There was very few brands competing in the market and there were people using mobile phones as they used to be very expensive. During 20th century many new brands of mobile phones have been introduced in the market. Even in our country new telecommunication companies have been established making the service very cheaper so that the service can be utilised by every common people of the country. Today mobile phones start from Rs.1000 to Rs.1, 00,000 because of which today people have lots of options regarding mobile phones. Mobile phones have become very common to the people and life has become almost impossible without mobile phone.

To compete in a market many cheaper mobile phones have been introduced in a market especially from India and China providing additional accessories and feature to customers. But there is a question regarding selection brands by consumers and factors affecting while purchasing mobile phones study therefore, desirable to identify the brand preferences among youth.

3. SCOPE AND SIGNIFICANCE

The scope of research is based o mobile brands and it throws light on brand preference on mobile phone. This study is highly significant and useful to know the youth preference while purchasing mobile phones.

Objectives of the study

- > To analyze the factors influencing the purchase of mobile phone among youth
- > To analyze brand preference on mobile phone among youth.

Hypotheses of the study

- ➤ There is an association between gender and mobile phone size preferred among youth.
- > There is an association between gender and mobile phone screen size preferred among youth.

Sample design

Population The study is conducted on brand preferences of mobile phones among youth.

Sampling frame To study the whole population and in order to arrive at conclusion would be impractical, since it is not practical to include all youngsters in the area of data collection. It was considered to draw the sample. The sampling method is used in this study is purposive sampling under the non-probability method of sampling.

Sample size

For the purpose of testing factor analysis and chi-square test need minimum 50 samples, therefore 60 respondents were to constitute the size for the study. Among 60 samples 30 samples represents males and 30 are females.

Data collection

Source of data

Data were collected from both primary and secondary sources. The primary data were collected through structured questionnaire based on objectives .The secondary data were collected from books and websites.

Tools for analysis

The collected data has been analysed with the help of both relevant descriptive and inferential statistics viz, mean, standard deviation, factor analysis and chi-square test.

Limitations of the study

- 1. The study is confined to 60 samples.
- 2. The study only confined among youth.
- 3. Only 30 male and 30 females are selected.
- 4. Time period is short.

4. REVIEW OF LITERATURE

Liu, C M (2002) the effects of promotional activities on brand decision in the cellular telephone industry. The study analysed factors affecting brands in mobile phone industry in Asia. They found that the choice of mobile is characterised by distinct attitude such as attitude towards network and brands.

Heikki, Jari et.al(2005) factors affecting consumer choice of mobile phones. They used seven factors for the purpose of analysing the factors influencing mobile phone choice viz pricing, reliability, outside influence, brand and basic property, design, multimedia and innovative services. They found that most of the users unaware about properties and services of new models.

5. DATA ANALYSIS AND INTERPRETATION

H_1 : There is an association between gender and mobile phone size preferred among youth (Source: spss output)

Case Processing Summary(a)								
			Ca	ses				
	Va	ılid	Missing		To	otal		
	N	Percent	N	Percent	N	Percent		
Gender * Phone size	57	100.0%	0	0.0%	57	100.0%		

	Gender * Phone size Cross tabulation(a)								
	Phone size								
			Slim	Medium					
		Count	21	9	30				
		Expected Count	21.1	8.9	30.0				
	Male	% within gender	70.0%	30.0%	100.0%				
		% within phone size	52.5%	52.9%	52.6%				
		% of Total	36.8%	15.8%	52.6%				
Gender		Std. Residual	.0	.0					
		Count	19	8	27				
		Expected Count	18.9	8.1	27.0				
	Female	% within gender	70.4%	29.6%	100.0%				
	remaie	% within phone size	47.5%	47.1%	47.4%				
		% of Total	33.3%	14.0%	47.4%				
		Std. Residual	.0	.0					

Count

Expected Count

% within gender

% within phone size

% of Total

40

40.0

70.2%

100.0%

70.2%

17

17.0

29.8%

100.0%

29.8%

57

57.0

100.0%

100.0%

100.0%

(Source: spss output)

Total

Chi-Square Tests(a)								
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)			
Pearson Chi-Square	.001a	1	.976					
Continuity Correction ^b	.000	1	1.000					
Likelihood Ratio	.001	1	.976					
Fisher's Exact Test				1.000	.603			
Linear-by-Linear Association	.001	1	.976					
N of Valid Cases	57							
a. 0 cells (0.0%) hav	e expected	count less th	nan 5. The minim	um expected cour	nt is 8.05.			
	b. Computed only for a 2x2 table							

Gender * Screen size Cross tabulation(b)									
			Screen s	Total					
			Medium	Large					
Gender	Male	Count	22	8	30				
Gender	Female	Count	13	14	27				
Total		Count	35	22	57				

(Source: spss output)

Three tables Case Processing Summary, Gender * Phone size Cross tabulation, Chi-Square Tests are generated under the heading cross tabs on executing the command for chi-square test.

Gender * Phone size Cross tabulation is given in the table no. 4.32 It shows that out of 30 males 21male respondents prefer slim category and the remaining (9) under the medium category. Out of 27 females 19 respondents prefer slim phone size while others (8) prefer medium category. In order to examine the statistical significance of this result, the researcher test chi-square test statistic. It is given below table no.4.33 the value of Pearson Chi-Square is 0.001 and associated significance value is 0.976 which is greater than 0.05. Therefore null hypothesis is accepted. It means that there is no association between gender and phone size preferred among the youth.

Case Processing Summary(b)								
	Cases							
	Valid		Missing		Total			
	N	Percent	N	Percent	N	Percent		
Gender * Screen size	57	100.0%	0	0.0%	57	100.0%		

H₁: There is an association between gender and mobile phone screen size preferred among youth

(Source: spss output)

Chi-Square Tests(b)									
	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1- sided)				
Pearson Chi-Square	3.803a	1	.051						
Continuity Correction ^b	2.815	1	.093						
Likelihood Ratio	3.840	1	.050						
Fisher's Exact Test				.062	.046				
Linear-by-Linear Association	3.737	1	.053						
N of Valid Cases	57								
a. 0 cells (0.0%) have expec	cted coun	t les	s than 5. The minimum	n expected count is 1	0.42.				
b. Computed only for a 2x2	table								

Three tables Case Processing Summary, Gender * Screen size Cross tabulation, Chi-Square Tests are generated under the heading cross tabs on executing the command for chi-square test.

Case Processing Summary table gives the summary information (number of cases and missing values) of the variables.

Gender * screen size Cross tabulation is given in the table no. 4.35 It shows that out of 30 males 22male respondents prefer medium category and the remaining (8) under the large category. Out of 27 females 13 respondents prefer medium screen size while others (14) prefer large category.

In order to examine the statistical significance of this result, the researcher test chi-square test statistic. It is given below table no.4.36 the value of Pearson Chi-Square is 3.803 and associated significance value is 0.051 which is greater than 0.05. Therefore null hypothesis is accepted. It means that there is no association between gender and screen size preferred among the youth.

H₁: There is an association between gender and mobile phone weight preferred among youth.

Case Processing Summary(c)

		Cases							
	Valid		Mis	sing	Total				
	N	Percent	N	Percent	N	Percent			
Gender * Weight	57	100.0%	0	0.0%	57	100.0%			

(Source: spss output)

Gender * Weight Cross tabulation(c)								
			We	Total				
			Light	Medium				
Gender	Male	Count	16	14	30			
Gender	Female	Count	22	5	27			
Total	•	Count	38	19	57			

(Source: spss output)

Chi-Square Tests(c)									
	Value	df	Asymp. Sig.	Exact Sig.	Exact Sig.				
			(2-sided)	(2-sided)	(1-sided)				
Pearson Chi-	5.067 ^a	1	.024						
Square									
Continuity	3.879	1	.049						
Correction ^b									
Likelihood	5.232	1	.022						

Fisher's Exact Test				.029	.023
Linear-by-	4.978	1	.026		
Linear					
Association					
N of Valid	57				
Cases					

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.00.

b. Computed only for a 2x2 table

(Source: spss output)

Three tables Case Processing Summary, Gender * weight Cross tabulation, Chi-Square Tests are generated under the heading cross tabs on executing the command for chi-square test. Case Processing Summary table gives the summary information (number of cases and missing values) of the variables. Gender * weight Cross tabulation is given in the table no. 4.38 It shows that out of 30 males 16 male respondents prefer light weight category and the remaining (14) under the medium category. Out of 27 females 22 respondents prefer light weight while others (5) prefer medium category.

In order to examine the statistical significance of this result, the researcher test chi-square test statistic. It is given below table no.4.39 the value of Pearson Chi-Square is 5.067 and associated significance value is 0.024 which is less than 0.05. Therefore null hypothesis is rejected. It means that there is an association between gender and weight preferred among the youth.

Factor Analysis

Factors for brand preferences

Descriptive Statistics(a)								
	Mean	Std. Deviation	Analysis N					
VAR00001	2.9667	1.33996	60					
VAR00002	3.9500	1.21327	60					
VAR00003	4.0500	1.29438	60					
VAR00004	3.7833	1.23634	60					
VAR00005	2.8500	1.31259	60					
VAR00006	3.6333	1.30146	60					

(Source: spss output)

The first output from the analysis is a table of descriptive statistics for all the variables under investigation. The mean, standard deviation and number of respondents (N) who participated in the survey are given. In case of mean, we can conclude that among the factors for preferring the brand, performance is the most important variable that influences more in their preference to selecting a brand. It has the highest mean of 4.0500.

VAR00009	3.4333	1.39450	60	
VAR00010	4.2000	1.16153	60	
VAR00011	4.3500	1.27326	60	
VAR00012	3.5667	1.39450	60	
VAR00013	4.1167	1.29001	60	
VAR00014	3.9500	1.38301	60	
VAR00015	3.6167	1.35411	60	

KMO and Bartlett's Test

Table 4.41

KMO and Bartlett's Test(a)				
Kaiser-Meyer-Olkin Measure of S	.820			
	Approx. Chi-Square	254.188		
Bartlett's Test of Sphericity	df	15		
	Sig.	.000		

(Source: spss output)

Bartlett's test of Sphericity and Kaiser-Meyer-Olkin (KMO) measures are adopted to determine the appropriateness of data set for factor analysis .High value (between 0.5 to 1) Of KMO indicates that factor analysis is appropriate. In this study, the result of Bartlett's test of Sphericity (0.000) sig and KMO (0.820 indicates that the data are appropriate for factor analysis.

Factors which influencing purchase mobile phone

Descriptive Statistics(b)				
	Mean	Std. Deviation	Analysis N	
VAR00001	4.3000	1.18322	60	
VAR00002	4.1500	1.27326	60	
VAR00003	4.2833	1.22255	60	
VAR00004	3.7667	1.18417	60	
VAR00005	3.7167	1.24997	60	
VAR00006	4.1167	1.23634	60	
VAR00007	3.9500	1.18501	60	
VAR00008	3.5167	1.29525	60	

(Source: spss output)

The first output from the analysis is a table of descriptive statistics for all the variables under investigation. The mean, standard deviation and number of respondents (N) who participated in the survey are given. In case of mean, we can conclude that among the factors for purchase of mobile phone, user-friendly is the most important variable that influences more in their preference to purchase a mobile phone. It has the highest mean of 4.35.

The normal varimax solution is not obtained directly from a correlation matrix. It is obtained by rotating other types of factor solutions to the varimax form. In the present study it was considered desirable to use the highest factor loading criterion to select the factors influence you to purchase mobile phone. This criterion was uniformly used in the factor analysis carried out on the total sample of the study.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.907
Bartlett's Test of Sphericity	Approx. Chi-Square	812.787
	df	105
	Sig.	.000

Bartlett"s test of Sphericity and Kaiser-Meyer-Olkin (KMO) measures are adopted to determine the appropriateness of data set for factor analysis .High value (between 0.5 to 1) Of KMO indicates that factor analysis is appropriate. In this study, the result of Bartlett"s test of Sphericity (0.000) sig and KMO (0.907) indicates that the data are appropriate for factor analysis.

6. FINDINGS

- 95% of respondents fall under the category of mobile phone users and 3% of female respondents fall under the category of non mobile phone users.
- 45% of respondents come under the category of family income of less than 10000
- Most of respondents including male (19.3%) and female (24.56%) are using mobile phones 1-2 years.
- Respondents including male (38.3%) and female (40.35%) are bought mobile phones by their family members
- Respondents including male (31.58%) and female (35.09%) are willing to pay less than 10000 for mobile phones.
- Samsung is most preferred brand among respondents while male respondents show same preferences to Lenovo also.
- Respondents including male (36.84%) and female (33.33%) prefer slim mobile phone
- Respondents including male (28.07%) and female (38.6%) prefer light weight mobile phone.
- Male respondents (36.84%) show preference to medium screen size of mobile phone and female respondents (24.56%) prefer large screened mobile phone.
- Female (21.05%) respondents are neutral and most of male (15.79%) respondents are strongly disagree about the statement that social status influence purchase of brand.
- Female (35.09%) and male (26.32%) respondents are agreeing about the statement that durability influence purchase of brand.
- Female (28.07%) respondents are agreeing and most of male (33.33%) respondents are strongly agree about the statement that performance influence purchase of brand.
- Female (28.07%) respondents are agreeing and most of male (22.81) respondents are strongly agree about the statement that reliability influence purchase of brand.
- Female (19.3%) respondents are neutral and most of male (15.79%) respondents are disagree about the statement that self image influence purchase of brand.
- Female (17.54%) and male (17.54%) respondents are agreed about the statement that risk reduction influence purchase of brand.
- Female (29.82%) and male (31.58%) stated that price is very important factor on the purchase of mobile phones.
- Female (26.2%) and male (29.82%) stated that camera is very important factor on the purchase of mobile phones.
- Female (29.82%) and male (31.58%) stated that battery is very important factor on the purchase of mobile phones
- Female (28.07%) and male (17.54%) stated that screen size is important factor on the purchase of mobile phones.
- Female (26.32%) and male (21.05%) stated that style/looks are important factor on the purchase of mobile phones.
- Female (35.09%) and male (19.3%) stated that security is very important factor on the purchase of mobile phones.
- Female (21.05%) and male (22.81%) stated that volume of speaker is important factor on the purchase of mobile phones.

• Female (26.32%) and male (19.3%) stated that key pad is important factor on the purchase of mobile phones.

- Female (24.56%) stated Bluetooth as important and male (19.3%) stated that Bluetooth is important factor on the purchase of mobile phones.
- Female (21.05%) and male (28.07%) stated that Wi-Fi size is very important factor on the purchase of mobile phones.
- Female (35.09%) and male (33.33%) stated that user friendliness is very important factor on the purchase of mobile phones.
- Female (17.54%) stated dual sim is important factor and male (17.54%) stated that dual sim is very important factor on the purchase of mobile phones.
- Female (22.81%) and male (33.33%) stated that operating system is very important factor on the purchase of mobile phones.
- Female (15.79%) and male (35.09%) stated that 4G is very important factor on the purchase of mobile phones.
- Female (28.07%) stated is important and male (17.54%) stated that brand name is very important factor on the purchase of mobile phones..
- The value of Pearson Chi-Square is 0.001 and associated significance value is 0.976 which is greater than 0.05. Therefore null hypothesis is accepted. It means that there is no association between gender and phone size preferred among the youth. Therefore no gender difference in preference of phone size among youth.
- The value of Pearson chi-square is 3.803 and associated significance value is 0.051 which is greater than 0.05, Therefore null hypothesis is accepted, it means that there is no association between gender and preference of screen size. Therefore no gender difference in preference of screen size among youth.
- The value of Pearson Chi-Square is 5.067 and associated significance value is 0.024 which is less than 0.05. Therefore null hypothesis is rejected. It means that there is an association between gender and weight preferred among the youth. That is there is a difference in gender regarding preference of weight of mobile phone.
- Among six factors selected to study influence its impact on brand preference "social status" is
 the factor which most influence the on brand preference of mobile phone as revealed in factor
 analysis.

7. SUGGESTIONS

- ♣ Samsung should provide better service and try to avoid hanging problem related with the mobile phone.
- Companies should offer more mobile phones within the range of less than 10000.
- Companies should offer a slim, large screened and medium sized mobile phone.
- ♣ Asus should try to avoid heating problem of mobile phone.
- ♣ Battery life is most respondents dissatisfied about, companies should take special care in this regard.
- Innovative features are expected by respondents
- Company should focus on inbuilt free games, quality sound quality and video quality.
- ♣ More featured, user friendly and at reasonable prices cell phones are expected by customers. Thus this perceived quality with reasonable prices must be fulfilled by the players in the industry.

8. CONCLUSION

The research study explores brand preference on mobile phone among the youth having analysed the data obtained from survey of 60 youngsters.

The study revealed that Samsung has strong brand preference among respondents on the other hand male respondents shows same preferences towards Lenovo also. The mobile phone is bought to majority of respondents by their family members. Majority of respondents fall under the class of family income less than 10000. Respondents prefer light slim, large screened and light weight mobile phones.

The study shows that Price, camera, battery, security, Wi-Fi, user-friendly, operating system, 4G are considered as very important factors in purchase of mobile phones and Screen size, style/looks, volume of speaker, key pad, blue tooth, brand name, are considered as important factors in purchase of mobile phones. Dual sim card is considered as very important and important factor in purchase of mobile phone. The study revealed that "social status" has most influence on brand preference. Among fifteen factors taken to analysis factors influencing purchase of mobile phones "price" has most influence on purchase of mobile phones. The study also revealed that there is no gender difference regarding preference of phone size and screen size of mobile phones. But there is gender difference in preference of weight of mobile phone.

REFERENCES

- 1. Liu, C M (2002) the effects of promotional activities on brand decision in the cellular telephone industry. The journal of product and Brand management. 11(1), pp 42-51
- 2. Heikki, jari et.al (2005) factors affecting consumer choice of mobile phones, journal of Euro marketing, volume14 (3).